

# Fly Fishing Show®

## February 2-4, 2024

Show Hours:

Friday 10:00am-6:00pm, Saturday 9:00am-5:30pm, Sunday 9:00am-4:30pm



### Gas South Convention Center

(Formerly Infinite Energy Center)

6400 Sugarloaf Parkway

Duluth, GA 30097

770-813-7500

<https://www.gassouthdistrict.com/>

## EXHIBITOR SERVICE KIT

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Fly Fishing Show® 814-443-3638 Email: [info@flyfishingshow.com](mailto:info@flyfishingshow.com)

531 N. Center Ave. Ste. 102 Somerset, PA 15501



February 2-4, 2024  
Gas South Convention Center  
Atlanta, GA

**Dear Fly Fishing Show® Exhibitor,**

Thank you for choosing to exhibit at the 2024 Fly Fishing Show®, February 2-4, 2024 at the Gas South Convention Center (formerly Infinite Energy Center).

This is our easy-to-use Exhibitor Service Kit. The kit is complete with information and services pertinent to making your show experience smooth and successful.

**Exhibitor Staff Registration Procedures:**

Exhibitors are allotted badges based on the number of booth spaces purchased. If you exceed your allotment of badges for staff, you will need to purchase additional badges for \$12/person. Please see the Exhibitor Name Badge Form in this kit to see how you can register your workers.

**Badge Pick-Up Counter**

Exhibitor badges will be available for pick up Thursday during set up time and Friday morning starting at 7:00am. Please go to Exhibitor Check-in located near the front of the show when you arrive.

We ask that you please review all deadlines carefully as many of the services provided are time sensitive and offer pre-show discounts.

If you have any questions please call directly at 814-443-3638.

Sincerely,  
The Fly Fishing Show



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**\*Decorator Attachment: (Exhibitor Service Manual)**

**Cherry Convention Services is our show decorator and provides services you may need during the show.**

\*You do not need to provide a booth number. The Fly Fishing Show® will coordinate booth numbers as they become available. Please use your exhibitor name.

**Please use this link for ordering electrical:**

[https://www.gassouthdistrict.com/order\\_forms/detail/service-order-form](https://www.gassouthdistrict.com/order_forms/detail/service-order-form)

For special power needs, not present on the form, please email: [TechnicalServices@GasSouthDistrict.com](mailto:TechnicalServices@GasSouthDistrict.com)



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**Set-up:**

Thursday February 1st: 12:00noon – 11:00pm (NO Earlier than NOON)  
(If you are driving a vehicle inside the exhibit hall, this must be done  
12:00 Noon to 6:00 PM Thursday)

Friday February 2nd: 7:00am - 10:00am

**Tear-down:**

Sunday February 4th: 4:30pm-8:00pm

**Flying:** Physical Address

**Hartsfield-Jackson Atlanta International Airport Address**

6000 North Terminal Parkway

Suite 4000

Atlanta, GA 30320

1-800-897-1910

Airport code: ATL

**Security:** You are responsible for your own property! There will be security at the facility during show hours and the facility will be locked and secured at night.

**Sales Tax:** Every person engaged in business in Georgia is required to register with the Department of Revenue and collect and remit the taxes due. Forms can be downloaded at <https://dor.georgia.gov/>

**Parking:**

[https://www.gassouthdistrict.com/plan-your-visit/parking\\_directions](https://www.gassouthdistrict.com/plan-your-visit/parking_directions)



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## Host Hotels

**Embassy Suites Hotel**  
**2029 Satellite Road**  
**Duluth, GA 30097**  
**Phone: 770-622-6391/1-800-EMBASSY**

Rates are: \$187/night Single or Double

**Cut-off date is 1-10-24.** Mention the 2024 Fly Fishing Show® for group rate

Group Code: FLY

Online Booking Link: <https://www.hilton.com/en/attend-my-event/atlaees-fly-d1a454ff-e1bd-4379-8c84-df746bc80f08/>

**\*\*\*EXHIBITOR DELIVERIES TO EMBASSY:** Arrangements for delivery of packages should be made through your sales contract. You must prepay all packages sent to the hotel. Packages for functions must be addressed to the attention of Fly Fishing Show Attendee Block and marked with the name and date of your arrival. Due to limited storage space, we request that shipment not arrive any earlier than two days prior to group's arrival.

**Holiday Inn**  
**Gwinnett Center**  
**6310 Sugarloaf Parkway**  
**Duluth, GA 30097**  
**800-972-2404/770-476-2022**

Rates: \$124.00 for Single or Double.

**Cut-off date is 1/1/24**

Please ask for Fly Fishing Show rates when calling for reservations.

Online Booking Link: [Click here for reservations](#) at Holiday Inn

**Courtyard by Marriott Duluth**  
1948 Satellite Boulevard  
Duluth, Georgia 30097  
Rates: 2 queens = \$159. King = \$139

**Cut-off date is 1/11/24**

Online Booking Link: [Click here for reservations](#) at Courtyard

**You can also visit our Atlanta webpage for a direct booking link under the Directions and Lodging tab.**

<http://flyfishingshow.com/atlanta/>



## Exhibitor Badges

All exhibitors and those working at their booth must have a badge. Small Business and Bamboo tables receive two badges per booth. Each single booth is allotted four badges—additional booths receive two additional badges each. Badges are to identify the persons who are actually working in the booth—they are not “freebies” for your customers and friends.

We cannot give out badges or passes while the show is in operation to anyone who has not been previously identified to us as a legitimate worker. **PLEASE PRINT LEGIBLY**

**Booth Name:** \_\_\_\_\_

WORKER: \_\_\_\_\_

WORKER: \_\_\_\_\_

WORKER: \_\_\_\_\_

WORKER: \_\_\_\_\_

Please send your worker names to any of the following: email to [amy@flyfishingshow.com](mailto:amy@flyfishingshow.com)

Mail to: The Fly Fishing Show® 531 North Center Avenue; Suite 102, Somerset, PA 15501

## Extra Exhibitor Badges

Need badges for additional workers beyond your booth allowance?

We can provide you with badges at **\$12.00 each**. They are non-refundable.

NUMBER OF EXTRA WORKER BADGES NEEDED: \_\_\_\_\_

**PLEASE PROVIDE US WITH YOUR ADDITIONAL WORKER NAMES ABOVE.**

Enclose check for \$12 per badge, payable to: **FLY FISHING SHOW®**

Name as it appears on credit card: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card# Visa/MasterCard/Discover/AmEx: \_\_\_\_\_

EXP DATE: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

**Deadline for this form: January 12, 2024**

**\*Badge requests turned in after this date cannot be guaranteed\***



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## DISCOUNTED SHOW PASSES

Do you need passes for special customers, friends and family? Show passes are NOT badges and are good for 1 day, 1 entrance only per ticket.

We can provide you with show passes at **\$12.00 each**. Passes are non-refundable.

NUMBER OF SHOW PASSES NEEDED: \_\_\_\_\_

Enclose check for \$12 per pass, payable to: **FLY FISHING SHOW®**

Email this form to [amy@flyfishingshow.com](mailto:amy@flyfishingshow.com)

Name as it appears on Credit Card: \_\_\_\_\_

Credit Card# Visa/MasterCard/Discover/AmEx: \_\_\_\_\_

EXP DATE: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

How would you like to receive your tickets?

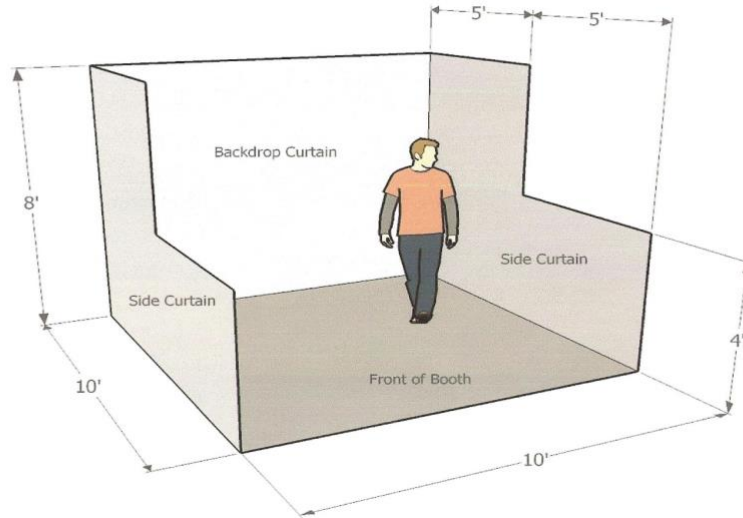
\_\_\_\_\_ MAIL TO: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Pick up at Will Call Name: \_\_\_\_\_



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Each booth is a 10' x 10' space, with side curtains, curtain backdrop, and standard sign. Please observe the above guidelines to provide an unobstructed view and reasonable sightline from the aisle for each exhibitor.

Displays over 4' high must be confined to that area of the booth that is at least 5' from the front of the booth.





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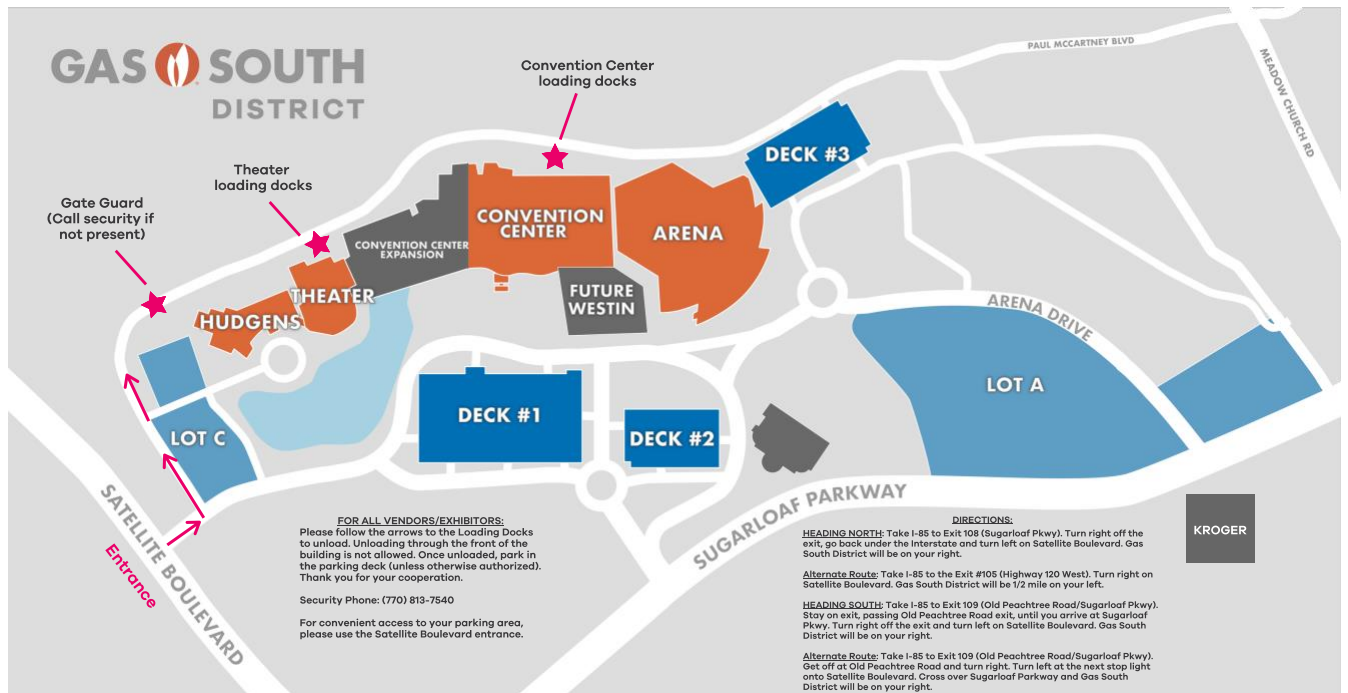
## 2024 Fly Fishing Show® Regulations

*These regulations are part of the contract*

- Exhibitors may not share booth space without the express approval of the show director, nor may they sell, sub-let, or otherwise assign their space. The exhibitor whose name appears on this contract is the only entity allowed to exhibit in the booth assigned. Violation is cause for immediate dismissal from the show.
- Only those products/services listed on your contract are allowed in your booth and you may promote these only within the confines of your booth. You are not permitted to solicit in the aisles, put out literature in the lobby, or anywhere other than your booth. The director must approve any exceptions.
- Unless the show director gives his express approval the sides of your exhibit extending beyond 5' from the curtain backdrop may not exceed 48 inches in height and no part of your exhibit may exceed the height of the curtain backdrop.
- Exhibits must be ready and staffed 15 minutes before the show opens and be manned at all times.
- Show director will assign all spaces and reserve the right to reassign spaces.
- All exhibits must have their names and booth numbers boldly displayed. You may use the sign we provide or your own.
- Acceptance of this contract by the management is for the year **2024** only.
- Nothing edible or drinkable may be sold, dispensed, or given away without prior approval.
- All exhibits must be orderly and blend in with the catch and release fly-fishing themes of the show. No animal heads or other animal parts may be displayed except for small portions of animal fur for sale as fly tying materials. In case of any doubt, ask us first.
- All exhibitors must refrain from displaying a "flea market" look. Signs must be professional and sales should only be a portion of your booth, never an entire booth. Management has the right to have unprofessional signs removed. We recommend show specials not to exceed 30% of your display. **Booth tables must be covered and skirted** either by you or our show decorator. Please no bare undressed tables.
- Use of duct tape or any other adhesive that is not pre-approved will not be permitted on walls or linens. Any unapproved use may result in damage charges.
- Consumption of alcoholic beverages not purchased from a licensed vendor is not permitted and can result in the removal from the show.
- Balloons are not permitted.
- **Booths cannot be taken down prior to show closing without approval from management.**

*\*The show management will not be held liable to the exhibitor, to his employees to his agent, or to his guests, for any damage, loss, injury from fire, water, storm, adverse weather, electricity, smoke, theft, labor disputes, acts of other exhibitors, acts of the convention center, acts of any governmental agent, or any causes whatsoever beyond the control of The Fly Fishing Show.*

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**Shipping & Receiving Procedures**

Follow this procedure for all incoming and outgoing shipments to ensure the delivery and shipment of all Employees and Clients packages.

Incoming:

Packages shipped to Gas South District must have the proper address.

Gas South Convention Center  
Attn: Event Name/Contact Person  
6400 Sugarloaf Parkway  
Duluth, GA 30097

Packages are to be pick up from the Security/Shipping office. The log must be signed by the person on the delivery or someone with authorization to sign and pick-up delivery. Any shipment of 25 or more packages must be shrink-wrapped on a pallet. Advance shipments of packages are limited to 2 business days prior to your event.

Outgoing:

Packages to be sent from Gas South District must have the Outgoing Shipment form completely filled out and delivered to the Security/Shipping office along with the outgoing package(s). *The client is responsible for arranging pickup of their packages* by their shipping company whether public or private. All packages must have shipping labels or shipping information attached for their freight carrier.

Pick Up Location

Gas South Convention Center  
Security Office on Loading dock  
6400 Sugarloaf Pkwy  
Duluth, GA 30097

Shipping Company Phone Numbers

Fed Ex: 1-800-463-3339  
UPS: 1-800-742-5877  
Roadway: 1-800-249-9730  
DHL: 1-800-225-5345



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## Alternative Shipping:

We are pleased to announce that **Paul Hess of Happy Rock Enterprises** will once again be providing vendor transportation for The Fly Fishing Show® tour this year. Happy Rock Enterprises specializes in providing equipment and technical support for all types of events including running events, cycling events and benefit galas. His client list includes The New York Marathon, Race for the Cure (multiple locations), O'Mealia Special Events, and the Nestle Water Group, which includes Poland Spring and Deer Park.

Happy Rock looks forward to providing personalized service to each and every vendor in the program. Our goal is an efficient load-in and load-out for everyone.

Some of you may already know Paul as he spends his spare time fly-fishing. You may also recognize Paul as part of our Fly Fishing Show® staff.

**Paul can be reached at 908-256-5282 or [Paul@fishingrock.net](mailto:Paul@fishingrock.net)**



### ATLANTA SALES TAX INFORMATION

#### **Are out-of-state sellers making sales at a convention or trade show in Georgia required to collect sales and use tax?**

Out-of-state sellers must collect tax on all sales of tangible personal property made at a convention or trade show in this state. Additionally, these sellers must collect the tax on all sales made as the result of orders taken at a convention or trade show attended in this state. O.C.G.A. § 48-8-2(8)(I)(iii). Tax should be remitted using the [Miscellaneous Sales Event form](#)

#### **Is sales and use tax registration required for out-of-state sellers making sales at a convention or trade show in Georgia?**

Sales and use tax registration is not required for out-of-state sellers engaged in convention and trade show activities in Georgia when

- convention and trade show activities are the seller's sole physical presence in Georgia;
- the seller – including any of the seller's representatives, agents, salespersons, canvassers, independent contractors, or solicitors – does not engage in convention and trade show activities in Georgia for more than 5 days during any 12 month period; and
- the seller did not derive more than \$100,000 of net income from convention and trade show activities in Georgia during the prior calendar year.

<https://dor.georgia.gov>



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## EXHIBITOR PLUS

### Upgrade your on-line show listing profile:

Upgrade your profile on our interactive map to Exhibitor Plus. Exhibitor Plus allows your business to grab the attention of thousands of viewers visiting [www.flyfishingshow.com](http://www.flyfishingshow.com) daily. This gives you an opportunity to enhance your visibility at our show(s). Customers will be able to find out more about your business prior to the show, easily track you down and follow up with you after the event. Upgrades include, but are not limited to the following:

- have the ability to log in to their profile and update at any time
- add logos
- update who's in the booth
- include products and services, videos, and a picture gallery
- a business contact form and a QR code generator for sales
- a direct link for easy promotion and an embeddable profile to share on your website or social media.

[CLICK HERE TO UPGRADE](#)



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## EXHIBITOR MEDIA KIT

*Images sized for Facebook and Instagram for sharing with your community.*

<https://flyfishingshow.com/exhibitor-media-kit/>